

# Job Description

## Head of Marketing



### Role Details

Role title	Head of Marketing
Department	Executive
Reports to	CEO
Line manager for	Marketing and 'Individual' Business Development teams
Location	Remote

### Vision and Mission

#### Vision

Workplace and facilities management transforms organisations and enhances experience. As the pioneering professional body, our vision is one where every workplace delivers.

#### Mission

We empower and enable workplace and facilities professionals to expand their potential and have rewarding, impactful careers. We are a business enabler. Together we optimise the profession's impact.

#### The company has a strong culture based on our values

- Confident and Bold
- Human and Inspiring
- Knowledgeable and InSync
- Active and Energetic

#### Social Value

We are a Disability Confident employer, Investor in People accredited, Living Wage employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

#### Why IWFM?

IWFM proudly champions the changing demographic of the workplace. After decades of working incredibly hard in the background to ensure buildings worked well (and safely), this critical profession must now take centre stage to ensure:

- People want to come to work and do their best work
- We drive business success through enhancing the experience
- We do everything we can to help save the planet

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No small responsibility and alongside the CEO and the Executive Directors you will work tirelessly to establish CIWFM as the hallmark of excellence for our members and our stakeholders. Not everyone gets it yet – we need you to help ensure we convert as many doubters into believers so that the impact workplace and facilities management has on people, business and planet is as positive as possible.

Our fantastic team will support you in ensuring our members, both individual and corporate have the insight and support to positively impact on their own workplaces.

If you feel excited by this discussion and want help business leaders realise the value of their people through a better employee experience, this could be your next challenge.

### Purpose of role

You will implement a new content strategy to drive revenue growth. Foregrounding IWFM's unique insight and thought leadership. You will develop and deliver creative and engaging approaches that introduce the IWFM brand to new audiences and make it widely and exclusively synonymous with professional excellence in workplace and facilities management.

Your creativity and flawless execution will reach, engage and retain new audiences and stimulate demand for our brand, driving growth and retention across our product and service offering. Creating and delivering valuable, relevant and engaging content will be key.

You will be data focused and data driven. From campaign creation to channel selection and performance analysis, your team will own the end to end strategies, their execution and their evaluation.

### Key responsibilities

**Strategic Planning:** Implement and execute a comprehensive commercial marketing strategy aligned with IWFM's purpose, mission and vision.

**Revenue Growth:** Develop and execute campaigns to increase revenue and maximise profit across various segments and products, including individual membership, organisational partnerships, training, qualifications, and events.

**Budget responsibility:** Create, monitor and manage marketing budget demonstrating clear return on investment.

**Performance Measurement:** Establish key performance indicators and metrics to track the effectiveness of campaigns based on clear return on investment. Analyse data to optimise strategies and achieve desired outcomes.

**Digital Transformation:** Implement a digital marketing strategy, using innovative tools, technologies, and methodologies to maximise reach and impact with key audiences and the right mix of channels and tactics including social media, search engine optimisation, email, pay-per-click advertising and automation identifying opportunities where AI can assist.

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**Customer Understanding:** Cultivate a deep understanding of customer motivations, behaviours, and preferences. Implement strategies to effectively empathise with, reach and engage customers based on these insights.

**Audience Targeting:** Use market research and analysis to identify and target new audiences effectively. Develop and implement targeted marketing campaigns tailored to diverse and new customer segments across the full marketing mix.

**Leadership:** Provide strong leadership to the team, fostering a culture of innovation, creativity, collaboration, customer curiosity and continuous improvement. Coach and mentor team members through a period of change to deliver their potential. Effectively managing a remote team.

**Business Partnering:** Foster ways of working that understand and prioritise the varied and sometimes conflicting needs of the business into a single unified and coherent plan.

**Product/Category Management:** Follow and analyse market trends to position, launch and drive the financial performance of products across a varied portfolio.

**Performance Measurement:** Establish key performance indicators (KPIs) and metrics to track the effectiveness of marketing campaigns based on clear and evidence return on investment. Analyse data to optimise strategies and achieve desired outcomes.

**Agency Management:** Develop and maintain a close working relationship with content partner and service suppliers.

**Compliance:** Maintain register of all trademarks ensuring they are current and up to date.

### Qualifications and Skills:

- Masters/bachelor's degree in marketing and/or Chartered Marketer.
- Proven experience (10 years +) in a senior marketing role, demonstrating content marketing expertise alongside driving growth in a commercial environment.
- Strong digital marketing expertise with a track record of successful digital transformation.
- Experience in targeting new audiences and executing effective marketing campaigns.
- Exceptional leadership and remote team management skills, with the ability to navigate and lead through transformational change.
- Excellent reporting and analytical skills together with proficiency in using data-driven insights to inform marketing strategies.
- Ability to deliver change at pace cutting through processes and organisational inertia.
- Experience of implementing omnichannel marketing to deliver excellent customer experience.
- Experience of thinking strategically and delivering tactically across multi channels, products and customer segments.

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- Experience of leading business development activity.

### **This might be for you if:**

- You get what we do and why
- You enjoy taking difficult but meaningful challenges and finding creative solutions. You stay focused and think on your feet.
- You love learning new things and passing on to others – your passion is infectious.
- You communicate clearly, write well, and speak eloquently so others can quickly get what you are saying – it all makes sense.
- You are motivated and driven. You volunteer without waiting to be asked. You are going to take ownership of your time with us and truly make a difference.

### **You will also have:**

- The tenacity to keep going if it's the right thing to do
- A true belief in continued development and learning
- A conviction that makes sense to create an environment that enables people to be themselves